ABSTRACT

Online auction-style listing and transaction system provides new features including for example allowing sellers to issue offers to sell before auction-style listing completion to encourage direct negotiation between seller and buyer for an out-of channel transaction; postponing auction-style end upon receipt of a last-minute bid to prevent sniping; allowing sellers to contact buyers registering adverse ratings before the ratings are published; allowing sellers to terminate listings before end of auction-style listing and/or to move the listing to a classified ad from an auction-style listing; and other features.